



SWEDISH ARMED FORCES



The Swedish Armed Forces and The National Defence College  
welcomes all participants to the

meeting of the

**NATO Military Audio Visual Working Group**

**held in Stockholm**

**2008-10-05—2008-10-10**



We will start the conference with a cocktail at the Vasa museum.

The cocktail reception starts at **17.30**. Be aware of the fact that there will only be served light food like snacks at the Vasa museum.

Later in the evening we will go for a guided tour of the ship.

Afterwards we provide buses back to the hotels.



Photo: Stefan Evensen, SMM

Getting to the museum is of your choice.

#### **Walk**

From the Central station is about 30 minutes.

From subway station Karlaplan it is about 10 minutes.

#### **Bus**

Lines 47 and 69 passes the subway station T-centralen.

Line 44 goes from Karlaplan.

#### **The tram**

Line 7 from Norrmalmstorg.

Timetable at: <http://www.sparvagssallskapet.se/djurgardslinjen/timesfares.php>

#### **Ferry**

From Slussen and Nybrokajen.

Timetable at: <http://www.waxholmsbolaget.se/webroot/pdf/vinter2009djj.pdf>

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Monday 6 October 2008

Please note that the restaurant "Syster och Bror" is pre-booked for Monday lunch.

09.30 - 10.00	Coffee at the National Defence College
10.00 - 10.15	<b>Session 1 - Welcome</b> Mr. Staffan Dopping, Director Information Staff and Director of Communications and Public Affairs, Swedish Armed Forces
10.15 - 11.00	<b>Session 2 - Introductory Remarks</b> Mr. Michael Stopford, NATO Deputy Assistant Secretary General, Strategic Communications Service, Public Diplomacy Division (PDD)
11.00 - 12.00	<b>Session 3 - Afghans Telling the Development Story through Video</b> Mr. Ahmad Jamshed Ahmadi, Deputy Head, Public Communication Department, National Solidarity Program (NSP), Ministry of Rural Rehabilitation and Development, Islamic Republic of Afghanistan
12.00 - 13.30	Lunch at the Restaurant Syster och Bror
13.30 - 14.30	<b>Session 4 - Reflections on Media in Crises</b> Ms. Maude Fröberg, Press Officer, The Swedish Red Cross
14.30 - 15.30	<b>Session 5 - Reporting from Afghanistan</b> Mr. Mark Laity, CG Chief Strategic Communications, SHAPE Mr. Thomas Jerichow, Head of NATO Reporters
15.30 - 15.45	Break
15.45 - 17.00	<b>Session 6 - Is Objective Reporting Possible?</b> Mr. Mark Laity, CG Chief Strategic Communications, SHAPE
19.00	Bus pick-up starts at the Mornington Hotel
19.30 - 20.00	Cocktail at The Royal Horseguard
20.00 - 23.00	Host Nation Dinner Banquet at The Royal Horseguard

Tuesday 7 October 2008

Please note that from 09.00 until 12.00 the Swedish Combat Camera Team will be outside the lecture hall to show their equipment and to answer your questions.

09.00 - 09.30	<b>Session 1 - Combat Camera Chad Perspective</b> Lt. Marcus Olsson, Teamleader Combat Camera
09.30 - 10.00	<b>Session 2 - Combat Camera Chad Perspective</b> Capt(N) Jonas Wikström, M3 Maritime Operation
10.00 - 10.45	<b>Session 3 - Ready For Mission</b> Mr. Mikael Jarl, Head of Strategic Communications Department Public Relations Staff, Swedish Armed Forces
10.45 - 11.00	Break
11.00 - 12.00	<b>Session 4 - Photographers of War</b> Mr. Paul Hansen, Wartime Photographer
12.00 - 13.30	Lunch
13.30 - 14.30	<b>Session 5 - Future Media</b> Prof. Marko Turpeinen, Royal Institute of Technology
14.30 - 15.30	<b>Session 6 - Electronic Internet Warfare / Cyberdefence</b> Estonia
15.30 - 15.45	Break
15.45 - 17.00	<del><b>Session 7 - Swedish National Crises Management</b> Mr. Lars Hedström, Deputy Director General, Crisis-management Coordination- Secretariat, Prime Minister's Office</del>

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Wednesday 8 October 2008

09.00 - 09.45	<b>Session 1 - Where we are Today</b> Mr. Chris Scheurweghs, Head of NATO Integrated Data Service (NIDS), Public Diplomacy Division (PDD)
09.45 - 10.45	<b>Session 2 - NATO Web TV Channel: Lessons Learned</b> Mr. Teddy Gerberg, Executive Producer NATOchannel.tv Mr. Thomas Jerichow, Head NATO Reporter Team
10.45 - 11.00	<b>Session 3 - Presentation of Web Collaboration</b> Mr. Mark Damen, NATO Broadcast Producer, NIDS-PDD Ms. Heather Young, Audiovisual Coordinator, NIDS-PDD
11.00 – 11.15	Break
11.15 – 12.00	<b>Session 4 - Marketing Videos to Broadcasters</b> Mr. Jorge Simao, Product Manager for News Services, Eurovision Operations
12.00 – 13.30	Lunch
13.30 – 14.15	<b>Session 5 - Marketing Videos to Broadcasters</b> Ms. Shoba Purushothaman, CEO of the Newsmarket
14.15 – 15.00	<b>Session 6 - NATO Channel Legal Issues</b> Mr. Eddy Groenen, NATO Assistant Legal Adviser, Office of the Legal Adviser, Private Office of the Secretary General
15.00 - 15:15	Break
15.15 - 16.00	<b>Session 7 - Practical Cooperation Wrap-up</b> Mr. Chris Scheurweghs, Head of NATO Integrated Data Service (NIDS), Public Diplomacy Division (PDD)
16.00 - 16.45	<b>Session 8 - Norway</b> Norwegian Defence Media Center by Mr. John Charles Kvam Productions and purposes by Mr. Runar Skjong Film and video archive handling by Ms. Kirsten Louise Ellewsen
16.45 - 17.00	<b>Session 9 - The Operational Perspective</b> MG. Anders Brännström, Deputy Director of Operations, Swedish Armed Forces

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Thursday 9 October 2008

09.00 – 10.00	<b>Session 1 - Finland</b> Production of "Readiness" by Mr. Tommi Kangasmaa Co-operation with other officials by Mr. Pasi Leskinen
10.00 – 11.00	<b>Session 2 - Canada</b> Canadian Army News, Military Media via the Internet, Sharing of On-line Video Resources, Military personnel as Journalists, Production of Regular Internal News Episodes by Mr. Hal Doran
11.00 - 11.15	Break
11.15 – 12.00	<b>Session 3 - UK</b> New Media by Mr. Robert Dungate & Mr. Christopher Williams
12.00 – 13.00	Lunch
13.00 - 14.30	<b>Session 4 - USA</b> Transforming Visual Media for the Information Age by Col. Lee Thomas
14.30 – 15.00	<b>Session 5 - France</b> Defence Communication and Audiovisual Production Establishment Presentation of website <a href="http://www.ecpad.fr">www.ecpad.fr</a> by Stéphane Carbone, Executive Producer Scouting and Filming Office of the French MOD by Lt. Col. Andre Etanceilin
15.00 - 15.15	Break
15.15 – 15.45	<b>Session 6 - Canada</b> Video Productions – Military Occupations for Recruiting Purposes by Mr. Richard Larouche Digital On-Line Audiovisual Inventory and Asset Management by Mr. Thomas Pepin

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Friday 10 October 2008

09.00 - 10.00	<b>Session 1 - Lithuania</b> Examples of Video Productions by Mr. Domantas Vildziunas
10.00 - 10.15	<b>Session 2 - Italy</b> Presentation by Mr. Claudio Martinelli
10.15 - 11.15	<b>Session 3 - Austria</b> Austrian Armed Forces, Personnel Recruiting, Image Clips, Chad Diary by Mr. Johann Drabek
11.15 - 11.30	<b>Break</b>
11.30 - 12.30	<b>Session 4 – Romania -- Host of the NMAVWG 2009</b> Silence of the Baltic Sky by Col. Radut Bilbiie
12.30 - 14.00	<b>Session 5 - End</b> Final words by Mr. Lars Nilsson